What Is Claimed Is:

1. An image display medium comprising:

a pair of facing substrates; and

at least two kinds of particles sealed in a space between the pair of substrates,

wherein the at least two kinds of particles have a characteristic that at least one kind of them is positively chargeable and at least one other kind of them is negatively chargeable, and the particles chargeable positively and negatively are of colors different from each other, and a charge controller is internally added to one or both of the particles chargeable positively and negatively.

2. The image display medium according to claim 1, wherein the charge controller is colorless, of less coloring capability or of a hue similar to that of the entire particles contained.

3. The image display medium according to claim 1, wherein one of particles chargeable positively and negatively is white.

4. The image display medium according to claim 3, wherein the white particles contain a colorant and the colorant is titanium oxide.

5. An image display medium comprising:

a pair of facing substrates;

at least two kinds of insulative non-magnetic particles having frictional chargeability between each other disposed between the substrates; and

an electric field generation unit that provides the electric field to the insulative non-magnetic fine particles, the two kinds of insulative non-magnetic fine

particles being fine particles of colors different from each other and frictionally chargeable to polarities different from each other.

6. The image display medium according to claim 5, wherein the electric field generation unit comprises a pair of electrodes disposed between the pair of substrates and the fine insulative non-magnetic particles.

7. The image display medium according to claim 5, wherein the pair of substrates are insulative substrates.

8. The image display medium according to claim 6, wherein the electrode is a flat plate electrode connected with a power source.

9. An image forming apparatus for forming an image to the image display medium according to claim 1, comprising:

an electric field generation unit that generates an electric field in accordance with images disposed between the pair of substrates.